



# Iowa Great Places: A Reintroduction!

3 Regional Forums

(see agendas for locations)

March 31, April 2, and April 3, 2008

8:30am to 5:15pm

Is your community, county, or region a “**Great Place?**”  
Learn how to present your Place’s vision to the State of Iowa at an Iowa Great Place’s Forum.

**FORUM ATTENDANCE IS FREE!!**

Attendance is mandatory for those seeking to submit a Great Places proposal in 2008. However, sessions will be useful for all community leaders, regardless of intent to apply. All interested persons are encouraged to attend!

Forum Topics:

Great Places Program & Application Overview

Community Visioning

“**Greening**” Iowa’s Great Places

Marketing & Advertising

Fundraising

Please RSVP to Francis Boggus BY March 26<sup>th</sup> at  
[francis.boggus@iowa.gov](mailto:francis.boggus@iowa.gov) or online at [www.iowagreatplaces.gov](http://www.iowagreatplaces.gov)



**Agenda: March 31, 2008**  
**King's Pointe Waterpark Resort**  
**1520 E Lakeshore Dr**  
**Storm Lake, IA 50588**

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**Registration**

8:30-9:00am

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**Session 1: Iowa Great Places – Reintroduced**

9:00-9:20am	Program & Application Overview
9:20-9:45am	Board's Expectations-Citizens Advisory Board Members
9:45-10:15am	Q&A

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**Session II: Can You See It? All About Community Visioning**

10:30-11:30am	Donald Chaplin, UNI Institute for Decision Making Rachel Garst, Coon Rapids/Whiterock Great Place Butch Neibuhr, Perry Great Place
11:30-11:45am	Q&A

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**Lunch**

11:45-1:00pm	On your own – on site or within walking distance
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**Session III: Greening Great Places**

1:00-2:00pm	Jeff Geerts, IA Dept of Economic Development-Green Streets Liz Garst, Dark Sky Promotion & Preservation Initiative Tolif Hunt, Coon Rapids/Whiterock Great Place
2:00-2:15pm	Q&A

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**Session IV: Showing Off – Marketing & Advertising Your Great Place**

2:30-3:30pm	Nancy Landess, IA Dept of Economic Development-Tourism Jennifer Anderson and Claire Celsi, the Integer Group Debi Durham and Di Gray Sioux City Great Place
3:30-3:45	Q&A

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**Session V: Fundraising 101 – Raising Dough**

4:00-5:00pm	Ellen Huntoon, US Department of Agriculture Kathy Evert, CE c D, Iowa Lakes Corridor Development Corp. Rachel Garst, Coon Rapids/Whiterock Great Place
5:00-5:15pm	Q&A



**Agenda: April 2, 2008**  
**Country Hills Community Golf, Restaurant, & Lounge**  
**10280 Echo Valley Road**  
**West Union, IA 52175**

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**Registration**

8:30-9:00am

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**Session 1: Iowa Great Places – Reintroduced**

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9:00-9:20am	Program & Application Overview
9:20-9:45am	Board's Expectations-Citizens Advisory Board Members
9:45-10:15am	Q&A

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**Session II: Can You See It? All About Community Visioning**

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10:30-11:30am	Donald Chaplin, UNI Institute for Decision Making Cindy Steinhauer, Dubuque Great Place
11:30-11:45am	Q&A

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**Lunch**

11:45-1:00pm	On your own – on site or within driving distance
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**Session III: Greening Great Places**

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1:00-2:00pm	Jeff Geerts, IA Dept of Economic Development-Green Streets Mark Wyatt, IA Bicycle Coalition-Complete Streets Policy & Practice Nikki Brevig, Decorah Great Places Julie Zittergruen, Guttenberg Great Places
2:00-2:15pm	Q&A

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**Session IV: Showing Off – Marketing & Advertising Your Great Place**

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2:30-3:30pm	Kathy Bowermaster, IA Dept of Economic Development-Tourism Bryan Earnest, Me & V Advertising & Consulting
3:30-3:45	Q&A

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**Session V: Fundraising 101 – Raising Dough**

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4:00-5:00pm	Ellen Huntoon, US Department of Agriculture Tim Coffey, CFRE, Fundraising Consultant, Coffee & Associates, Inc. Tom Brownlow, City Administrator, Charles City Great Place
5:00-5:15pm	Q&A



**Agenda: April 3, 2008**  
**Albia Area Chamber of Commerce**  
**18 South Main St**  
**Albia, IA 52531**

**Registration**

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8:30-9:00am

**Session 1: Iowa Great Places – Reintroduced**

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9:00-9:20am	Program & Application Overview
9:20-9:45am	Board's Expectations-Citizens Advisory Board Members
9:45-10:15am	Q&A

**Session II: Can You See It? All About Community Visioning**

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10:30-11:30am	Karen Lathrop, ISU Extension to Communities Steve Ahrens, Davenport Great Place Daryll Eggers, Jackson County Great Place
11:30-11:45am	Q&A

**Lunch**

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11:45-1:00pm	On your own – on site or within walking distance
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**Session III: Greening Great Places**

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1:00-2:00pm	Jeff Geerts, IA Dept of Economic Development-Green Streets Martha Norbeck, Fairfield City Council-Sustainability Efforts in Fairfield David DuBois, Fairfield Great Places
2:00-2:15pm	Q&A

**Session IV: Showing Off – Marketing & Advertising Your Great Place**

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2:30-3:30pm	Jessica O'Riley, IA Dept of Economic Development-Tourism Claire Celsi, the Integer Group Julie Allesee, Clinton Great Place
3:30-3:45	Q&A

**Session V: Fundraising 101 – Raising Dough**

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4:00-5:00pm	Ellen Huntoon, US Department of Agriculture Helen Arnold, CFRE, Arnold Olson Associates
5:00-5:15pm	Q&A